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ABSTRACT

In an attempt to expand the use of public television programs, the Public Television Library, a department of the Public Broadcasting Service, began a program whereby 3/4-inch videocassettes were placed in a public library. The 3/4-inch videocassette resembled a book; the library was a traditional repository for reference material; thus the title "Have You Watched a Book Today?" or WATCHABOOK. The experiment was to be center in the Monroe (Indiana) County Public Library where 141 videocassettes were selected, but interest grew so rapidly that within two months the experiment had expanded to three additional libraries. Some of the conclusions of the experiment were that the technical reliability and versatility of the videocassette medium is a natural for use in a one-to-one environment in a service oriented organization; the videocassette concept is valuable in introducing library patrons to new library audiovisual services and is particularly helpful in capturing the attention of young patrons; single programs, those in color and of half-hour length with strong local identification, are the most valuable; the videocassette concept is helpful in attracting new minority patrons to a library; and the experiment was a rewarding success for all involved. A list of programs and a user questionnaire are appended. (KKC)

ED104393

"HAVE YOU WATCHED A BOOK TODAY?"

An Experimental Project
of
The Public Television Library

Final Report

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"HAVE YOU WATCHED A BOOK TODAY?"

An Experimental Study of The Public Television Library

I
INTRODUCTION

The Public Television Library (PTL), a department of the Public Broadcasting Service (PBS), was established in 1965 as an activity of the National Association of Educational Broadcasters under grants from the National Home Library Foundation and the W. K. Kellogg Foundation. The Library was known as the Educational Television Stations' Program Service (ETS/PS). In 1971, PBS assumed responsibility for the Library and the name was changed to The Public Television Library. The Library was operated by the Indiana University Foundation for PBS and utilized the services provided by both the radio-tv and audio-visual facilities of Indiana University in Bloomington, Indiana until 1974, when PTL moved to the present quarters in the PBS complex in Washington, D.C.

The Public Television Library is operated for and in behalf of the public television stations in the United States, directly responsible and responsive to the stations' changing programming needs and conditions. The Library's policies and procedures are established by the Board of Governors of PBS. The Library serves as the national center for the delayed distribution of PTV programs to a variety of users.

The objectives of The Public Television Library are to provide:

1. A national centralized storage and retrieval system for PTV programming distinct from the real time program offerings of the PBS interconnected network.

2. A national agency offering maximum opportunity for varied sources to contribute nationally useful PTV programming and, conversely, the opportunity for PTV stations and educational agencies to obtain quality PTV programming which is useful at the local level.

The television programs in the Library are selected to fill the programming gap between instructional (school and college) courses and PBS interconnected offerings.

PTL serves as the national source for the delayed distribution of all PBS program materials of more-than-local interest. With the primary distribution of many PTV programs via the PBS interconnected network, PTL concentrates on a "tape-by-mail" distribution of PTV programming to afford repeated and independent scheduling and use of PTV programming to meet various station-specified needs. Programs are distributed to PTV stations on two-inch videotape.

Since 1967 the Library has also sought to serve non-broadcast users through the distribution of some PTV programs in the 16mm format to schools, colleges, civic organizations and governmental agencies. Through an arrangement with the Indiana University Audio Visual Center, selected PTV programs are available in 16mm film format for sale or rental to non-broadcast users.

In 1971 PTL began a comprehensive study of additional ways in which PTV programs could be made available to non-broadcast audiences. The investigation centered on both technical formats and potential users with the primary purpose of finding the most efficient and feasible way of expanding the audience for public television programs.

With the advent of new technologies, especially within the area of small format videotape, the PTL staff studies indicated that the expansion of the utilization of station-produced programs could be further enhanced through distribution of these materials on 3/4-inch videocassettes to educational, institutional, and industrial users. As a result of these studies PTL began the development of the "HAVE YOU WATCHED A BOOK TODAY?" project.

II

WATCHABOOK

Background

PTL preliminary studies indicated that one avenue for the expansion of the audience for station-produced programs was through one-to-one patron utilization of programs in a public library setting.

If this type of utilization could be proven effective, not only libraries but other users with potential "one-to-one" utilization environments could be attracted to public television programming for non-broadcast utilization. The physical properties of the 3/4-inch videocassette resembled a book; the library was a traditional respository for on-request reference material for "one-to-one" utilization; thus the title "Have You Watched a Book Today?" or "WATCHABOOK". at first, the experiment was to be limited to the southern Indiana area, centered in the Monroe County Public Library and negotiations with that library began in late 1972.

The staff of the Monroe County Library began a study of the program materials available from PTL and selected 150 half-hour programs units which the library acquisition experts and consultants felt would be most useful in terms of patron interest. These programs units were then dubbed from the two-inch quadruplex tape format to 3/4-inch videocassette for placement in the Monroe County Public Library.

PTL hoped that with this videocassette capacity in a medium-sized public library some modest indication of patron acceptance and demographics could be ascertained. The experiment grew much faster and enthusiastically than PTL anticipated. The Monroe County Library began their participation on May 4, 1973 and was quickly followed by the Jackson, Mississippi Metropolitan Library on July 19, 1973 and the Kirn Memorial Library in Norfolk, Virginia, which began WATCHABOOK involvement on August 1, 1973.

The eventual participants in the WATCHABOOK experiment were selected on the basis of the following criteria:

1. Libraries: 1) size of present holdings; 2) type of library services offered; 3) nature of constituency; 4) population served; and 5) geographic location.

2. Public Television Stations: 1) type of licensee; 2) size of coverage area; and 3) geographic location.

General Program Objectives

The following general project objectives were developed by the PTL staff:

For PTL:

1. To conduct jointly an experimental study in cooperation with selected public libraries and non-commercial television broadcast organizations to determine the suitability of public television programs as a potential public library resource.

2. To ascertain the applicability of PTL programs for individual, "one-to-one", on-request utilization in a public library environment.

3. To study the extent of the involvement possible by public television stations in expanding the audience for locally-produced PTV programs in concert with those provided by PTL.

4. To examine the distribution potential of PTV programming in non-broadcast tape formats to new users in the audio-visual field.

For the Public Libraries:

1. To determine the suitability and applicability of the videocassette as an additional public library resource.

2. To ascertain the necessary extent of public library staff involvement in the operation and logistical aspects of providing a videocassette capability as a library resource.

3. To assist in determining the best environment within the public library for "one-to-one", on-request utilization.

4. To develop statistics on the technical reliability of videocassette equipment and tape under high utilization situations.

For the Public Television Licensees:

1. To ascertain the additional community service possibilities inherent in local distribution of public television programs in videocassette formats.

2. To study the cross-promotional avenues available for expanding the public awareness of and accessability to public television station-produced program materials.

3. To determine any additional paths available to the public television stations which they might follow in expanding their service to their constituency.

Specific WATCHABOOK Experimental Project Objectives:

The experimental study specifically sought to answer the following questions:

1. What factors influence the use of PTV programs in a 3/4-inch videocassette format in a public library setting? Specifically: (a) color vs. monochrome production?; (b) length of a given program?; (c) configuration of the programs available? (series form contracted with single, self-contained programs).

2. What type of user is most attracted to the videocassette as a learning, entertainment or enrichment tool?

3. What is the frequency of use by each individual? Is repeat use frequency high or is utilization primarily motivated by curiosity?

4. What program subject areas are most often requested?

5. What adjustments might PTL need to contemplate in its program acquisition policy in order to expand the audience for PTV programs through public libraries and other educational-institutional users?

6. What areas of cooperation exist for the cross-promotion between the library and the local PTV station as a result of the videocassette capability of a public library? (e.g. cross-promotion of a PTV program broadcast over a public television station with subsequent availability at the public libraries on videocassette...local CATV public access broadcast made available at the local library for delayed and/or additional viewing...special joint promotional mailings or campaigns).

7. What trends in demographis utilization exist? (a) Do videocassette "users" correlate with general library service area populations and "regular" library patrons?; (b) Does the WATCHABOOK project appeal to certain definable "types"?; (c) Does the availability of the 3/4-inch videocassette program material assist in introducing members of minority groups to library services?; (d) Are there discernible differences or similarities between participating libraries in terms of utilization, both in program and user "type"?

8. Is the 3/4-inch videocassette equipment reliable enough to make one-to-one utilization practicable? (a) What is the incidence of breakdown?; (b) Can mechanical problems be classified by type -- are they similar?; (c) Are the mechanical problems serious or can they be corrected by a library staff?

9. Does the availability of videocassette material and its utilization influence other print resource material use in the library?

10. Does the number of videocassette machines available for library patron use influence utilization?

Procedures:

PTL provided the participating public libraries with 141 half-hour units of PTL programming in series and/or single program formats on 3/4-inch videocassettes (see Appendix "A").

PTL also provided a catalogue or listing of programs available on 3/4-inch videocassette to the libraries for patron use in identification and selection of materials. In addition, PTL designed and implemented certain promotional aides including descriptive brochures, posters and bookmarks for distribution via selective mailings to organizations and individuals by the participating libraries and cooperating public television stations, as they deemed appropriate.

The program materials, provided to the participating libraries in videocassette form, were selected by library acquisition and utilization experts as representative of general interest areas. In addition the participating public television station agencies added a number of additional programs, produced locally, to their cooperating library.

The WATCHABOOK libraries kept records of videocassette utilization and distributed user questionnaires as requested by PTL (see Appendix "B"). In addition the libraries provided space for the videocassette machines in a conspicuous area of the library and provided the personnel required to assure the smooth, day-to-day operation and utilization of the videocassette machines and programming.

The participating public television stations assisted the libraries in promoting the videocassette programming available at the library and developed certain cross-promotional program exchanges, on-air promotional announcements, etc. to assure the greatest possible public awareness of this new library resource and the PTV station's active role in the experimental program.

The WATCHABOOK experimental project was concluded on June 30, 1974, and the utilization data and cooperative efforts have been examined and evaluated to comprise this final report.

III
PARTICIPANTS IN WATCHABOOK

The cooperating agencies for the experiment are listed below. These agencies, including public television stations, public libraries and a state telecommunications council were the active participants in the project.

Bloomington, Indiana:

1. The Monroe County Public Library, Robert Trinkle, Director -- Located in Bloomington, Indiana, the Monroe County Library serves some 85,000 area residents. The first library in the nation to become equipped with a Randtriever for automatic, mechanical book storage and retrieval, the library is housed in a new $2.5 million building and provides for its patrons a wide variety of services. Among these are special film showings, meeting rooms, a 150-seat stage-auditorium, and ultra-modern surroundings. Housing 125,000 volumes, the library services approximately 20,000 people a month and has a book check-out average of 40,000 a month. The Monroe County Public Library services compliment the library services of Indiana University, which is also located in Bloomington (30,000 students on the Bloomington campus) and the Monroe County Library is extremely sensitive to the best methods of serving its home community, county and resident cosmopolitan student and faculty, who utilize the public library.

Monroe County, of which Bloomington is the county seat, has a rural orientation, though the city of Bloomington (population: 42,890) mitigates this to some degree. The residents are primarily white and are divided between the relatively under-educated, blue collar workers and those who have a professional or academic orientation.

Thus the library serves to meet the needs of two very disparate white Anglo-Saxon groups by its programs, services and acquisition policies.

2. WTIU, Donley F. Feddersen, General Manager -- A university licensee, WTIU has been broadcasting to the greater Bloomington area for over four years. With a full-time staff of 20 and a part-time roster of 13, WTIU broadcasts six days a week. A production agency for a number of programs distributed nationally, WTIU also devotes a considerable amount of time to programs of local interest including live coverage of the Bloomington City Council meetings.

In addition the station operates an extensive closed-circuit instructional service for the University and many of the professional staff carry faculty rank and teaching responsibilities. Operating at a power of 200,000 watts, the station provides a public television service for over 450,000 residents in all or part of 14 southern Indiana counties.

During the course of the project, WTIU contributed forty-seven local productions to the Monroe County Library WATCHABOOK collection. In addition the station engaged in an intensive cross-promotional campaign, especially in the promotion of locally-produced programs which were made available for WATCHABOOK viewers in the Monroe County Library.

Norfolk, Virginia:

1. Kirn Memorial Library, Arthur Kirkby, Director -- Serving the city of Norfolk, the largest metropolitan area in Virginia with 307,951 residents within the city limits, the library reaches over 2,000 area residents a day, with not only books and materials check-out, but special facilities for meetings and community activities, audio-visual services and a special research capacity.

Located in the heart of downtown Norfolk, the library figures prominently in Norfolk's massive core city renewal activities and is housed in a modern ten-year old building containing 300,000 volumes. The patrons of the library are a varied group with approximately one-third of the library users members of an ethnic minority. Norfolk is also a major seaport and military base and thus must serve a large number of service personnel based in and around the city. This portends a higher than average transient population and the attendant need for the acquisition of more specialized materials.

2. WHRO-TV, Randolph Brent, General Manager -- With almost ten years of broadcast service experience to the greater Norfolk metropolitan area, WHRO-TV has established itself as a community-oriented station. Broadcasting seven days a week, WHRO-TV has achieved renown throughout the nation for its instructional program development, and many of the series produced by the station are in national distribution. In addition the full-time staff of 34 devotes a substantial amount of their production activities to the production of programs for local and state audiences. This is clearly in keeping with the role of a community telecommunications center which WHRO-TV has chosen to assume. Future plans call for the enlargement of the WHRO-TV broadcast studio complex to provide for CATV origination, closed-circuit transmission and specialized community telecommunications activities.

Because of their sizable inventory of locally produced programs, WHRO-TV added over 100 additional program titles on videocassette to the basic PTL-provided 138 half-hour program units. Many of these, added to the Kirn Memorial Library collection for the WATCHABOOK experiment, were produced for members of minority groups. Among those programs added by WHRO-TV to the Kirn collection were: THE GIG, AFRICAN CULTURAL CARRY OVER, and several children's programs.

3. The State of Virginia Public Telecommunications Council, George Hall, Director -- Formed in the spring of 1972 by legislative action, the Council has been charged by the Commonwealth to assure the greatest possible development of communications resources in the state. In addition to directing and supervising the growth of public broadcasting and CATV, the Council is also involved in the development of the videocassette as a teaching and enrichment tool for public school use in isolated areas of the Commonwealth. The PTL-Public Library WATCHABOOK project thus provided the Council with an ideal parallel activity.

The Council is also charged with the responsibility for experimenting and funding various communications-oriented projects, and the follow-up required to assure the successful introduction of new services for the citizens of Virginia.

Through a $25,000 grant from the Council, WHRO-TV and the Kirn Memorial Public Library in Norfolk were added to the "Have You Watched a Book Today?" experiment.

Jackson, Mississippi:

1. The Jackson Metropolitan Library, Harold J. Ard, Director -- The Jackson Metropolitan Library is the core of a library system with 26 branches. The central city library houses some 250,000 volumes and over 350,000 Jacksonians use one or more of the many services of the library including traditional book check-out. The modern facility is staffed by 55 full-time employees and is in the heart of Jackson.

Because the population of Jackson (153,968 people within the city limits) is approximately 35 percent black, and the city is the home of the Southern Baptist religious organization, the library has attempted to reflect in its acquisition policies and services the tastes and needs of its constituents. This is best exemplified by the library's special section on Black History and Studies. In addition the activities of the library are influenced by its location in Jackson, the Mississippi state capital, a city noted for its traditional southern atmosphere and sense of the historical past.

2. The Mississippi Educational Television Authority (WMAA-TV), William R. Smith, Jr., Executive Director -- Located in Jackson and housed in the new state Department of Development complex, the Mississippi Authority for Educational Television is considered one of the country's leading state telecommunications agencies. Serving the entire state of Mississippi with public television, adult and continuing education and in-school instructional broadcasting the Authority has placed a major emphasis on bringing to its state-wide constituents a large amount of locally produced cultural, instructional and enrichment materials to assist the "out of Jackson" state resident to help himself improve his life through television education.

The Authority was most cooperative and, in addition to cross-promotional activities, added 18 local productions to the WATCHABOOK collection at the Jackson Metropolitan Library. In addition the ETV Authority secured programs on videocassette from other sources for inclusion in the project.

IV
DATA SUMMARY FOR THE INDIVIDUAL LIBRARIES

Monroe County Public Library, Bloomington, Indiana:

1. Equipment: One (1) Sony VP 1000, playback only, 3/4-inch videocassette machine in a specially constructed ultra-modern viewing carrel. (In January, 1974 a second videocassette player and "viewing room" were added.)

2. Software: 138 half-hour units of PTL-provided programming and 47 half-hour units of materials provided by WTIU (to March 1, 1974).

3. Project Objective Analysis: Monroe County Public Library

a. The single playback machine was in use 1,620 hours during the period from May 4, 1973 - March 1, 1974. Eight percent of the potential utilization time was negated because of equipment or tape failures and damage.

b. Approximately 60 percent of the programs viewed by the library's patrons were color productions. This figure, however, is not significant because virtually all of the programs added to the initial library collection by WTIU were black and white which would tend to lessen the percentage of color programs utilized.

c. Single programs were the programs predominantly used by the library's patrons, though this could be attributed to the predominance of single program units over individual series available for the project. Viewing patterns and percentages for the Monroe County Public Library were as follows: (1) Race: 2% -- Black users, 97% -- Caucasian users, 1% -- Other; (2) Age: 41% -- 7-12 years old, 36% -- 13-30 years old, 23% -- Other; (3) Education: 43% -- Grade School, 7% -- Some High School, 42% -- Some college (Considering the fact that Indiana University is located in Bloomington, Indiana, this high "some college-educated" percentage is not unexpected.), 8% -- Other.

d. Seven percent of the library patrons utilizing the WATCHABOOK equipment did not have a library card; however, over nine percent of the videocassette viewers indicated that they sought out printed material in the library on the subject viewed on videocassettes.

e. Most users of videocassette materials (53 percent) were only occasional library patrons and almost ten percent indicated that they had not utilized any of the library services other than the videocassette (This is perhaps due in part to the Indiana University student population utilization of WATCHABOOK materials, and their regular use of library facilities at Indiana University, which is the students' prime reference resource center.)

f. Seventy-two percent (72%) of the patrons using the WATCHABOOK videocassettes at the Monroe County Public Library learned of the videocassette by visiting the library. Newspaper and radio and public TV exposure accounted for an additional total of 21 percent of the initial users. Other percentages were not meaningful as they were spread out over the other survey categories.

g. Over 62 percent of the total number of users were repeat viewers.

h. Over 42 percent of the patrons using the videocassette equipment at the Monroe County Public Library needed initial assistance in operating the videoplayer. However, only six percent of the repeat users requested assistance in operating the equipment on subsequent visits. This may be due to the fact that 57 percent of the patrons who responded to the questionnaires indicated that they had had previous videocassette replay experience. Again the presence of Indiana University and its facilities may have played a significant role in the Bloomington statistics.

Kirn Memorial Library, Norfolk, Virginia:

1. Equipment: Three videocassette playback-only machines in special carrels designed by the WHRO-TV engineering staff.

2. Software: 138 half-hour units of the basic PTL-provided programming package and 67 titles added by WHRO-TV.

3. Project Objective Analysis: Kirn Memorial Library

a. The three videocassette machines were in use approximately 63 percent of the time available for patron utilization. This figure is lower than that of the other participating libraries, but is due to the fact that three machines

were available for utilization.

b. Over 72 percent of the programs viewed were color productions. This may be the result of the high number of color programs added to the Library collection by WHRO-TV to augment those provided by PTL.

c. The length of programs did not seem to play a significant role in what the patron selected to view. However, since most of the materials available were in half-hour units, they were the most popular. "Leisure time" material accounted for over 87 percent of programs units viewed.

d. Single programs were again the most popular programs, though in Norfolk a popular locally produced series entitled THE GIG (a soul music performance series) did get a large minority viewing acceptance at the Library.

In fact the series was so in demand that the library staff and the management at the producing station (WHRO-TV) decided to withdraw the programs from the WATCHABOOK experiment. It was felt by both staffs that THE GIG was preventing utilization of other videocassetted materials.

e. Viewing patterns and percentages for the Kirn Memorial Library were as follows: (1) Race: 63% -- Black users, 31% -- Caucasian users, 6% -- Other; (2) Age: 52% -- 7-16 (This figure is an estimate since Kirn Memorial Library decided to impose an age limit for videocassette machine utilization of 16, unless supervised by an adult.), 26% -- 17-30 years old, 22% -- 30-over 60 (It could be hypothesized that because of the number of machines (three), adults were able to utilize the equipment without competing with students and younger users.) (3) Education: 41% -- Grade School, 7% -- Some high school, 31% Some college, 21% -- Other (A large percentage of this group (22%) indicated military training of a specialized nature.)

f. As in the other two test libraries, most "first users" (57%) were curious about the new technology. Interestingly, almost 90 percent of them returned to use the service at least once more and needed little or no further assistance in operating the equipment from the supervising librarian.

g. Only 62 percent of the patrons availing themselves of the WATCHABOOK capability at the Kirn Memorial LIbrary had library cards. Eighty-two percent (82%) of those utilizing the videocassette service indicated that it lead them to print materials on the subject viewed or related information.

h. Eighty-four percent (84%) of the patrons utilizing WATCHABOOK learned of the service via word-of-mouth. This could be attributed to the high resident population of service personnel and their own individual interaction either on or off the military bases.

i. Eighty-one percent (81%) of the patrons utilizing the WATCHABOOK equipment needed some initial assistance in utilizing either the videocassettes or the equipment, but few required any assistance in subsequent uses.

Jackson Metropolitan Library, Jackson, Mississippi:

1. Equipment: Two (2) VP Sony 1000 videocassette playback-only machines (3/4-inch). No carrels.

2. Software: PTL supplied the Jackson Metropolitan Library with the core collection of 138 half-hour units of program materials on videocassette. This was supplemented by an additional 17 program units supplied by or through the cooperation of the Mississippi ETV Authority. (This local total was supplemented by two titles supplied by the University of Illinois.)

3. Project Objective Analysis: The analysis of the Jackson utilization of the WATCHABOOK project was compiled in a different manner and the data has been extrapolated to match the information provided by the other participating libraries. Thus, this variation in format.

a. Over 52 percent of the utilization of the videocassette materials was by blacks between the ages of 13 and 21. Seventy-two percent (72%) of those responding indicated a mean income of $5,000 - $10,000 a year.

b. Ninety-one percent (91%) of the users indicated that they had a library card, although only 31 percent indicated that they were frequent patrons of the library. Seventy percent (70%) indicated that, following the viewing of a videocassette, they sought out printed materials on the subject viewed. This percentage seems extremely high but may be due to the fact that the project and the specific videocassette program materials involved piqued their particular previous interests.

c. Ninety-two percent (92%) of those responding indicated that the first knowledge of the project was through friends and library visitation (36 percent and 56 percent respectively). Most of the respondents (83%) viewed the project as a perfect adjunct to library services and 87 percent were able to initially operate the equipment with preliminary supervision from library staff. Over 90 percent of those responding to the questionnaire needed no further instruction during repeat utilization.

d. The library staff at Jackson were especially solicitous and the location of the tape machines in a main library visitation area allowed for greater assistance in utilization than might be expected; thus the high percentage of non-assisted (or single-assisted) patrons.

PROBLEMS

1. Mechanical Problems: Preventative maintenances was a big help in maintaining an "up" or "available" status on all the videocassette machines in all three participating libraries. The library staff or an AV or electronic repairman needed to be on call whenever problems arose, and it was necessary to watch for mechanical problems that might occur either by visual inspection or from past experience.

a. Capstan pinch roller: (1) Cleaning oxide build-up with solvent helped maintain proper tape tracking through the capstan; (2) Worn pinch rollers were cleaned with Rodgersol rubber rejuvenator and realigned; (3) Pinch roller mounting screws had to be tightened periodically because of machine vibration.

b. Reel hubs: (1) Supply reel tension brakes needed adjustment after considerable use to prevent severe videoskewing; (2) Take-up reel brakes needed replacement after six months of operation.

c. Recorded tape stock: (1) Tapes were monitored to prevent badly wrinkled or damaged tapes from being played in the machines.

d. Audience (user) control (Norfolk): (1) An age limit was imposed on the project in Norfolk to prevent younger children (under 16) from using the machine without supervision from adults; (2) Identification was required of patrons who used the videocassette machines in Norfolk. This action seemed to instill a sense of responsibility into each patron, but may have inhibited some potential users.

2. Surveys: WATCHABOOK patrons filled out survey forms initially but hesitated doing so for additional videocassette programs which they subsequently watched. Surveys completed generally totaled less than half of the number of videocassette programs actually watched. In addition the participating library staffs had difficulty in collecting the completed survey forms.

3. NINE TO GET READY Series: The series NINE TO GET READY which depicts the development and actual birth of a baby became a "problem" series in one library. The majority of those that asked to see the videocassette were young people, ages 13-16, who enjoyed making comments and laughing. The two other libraries reported no problems with the series and in fact high serious utilization by young married couples.

4. THE GIG Series: The locally produced series, THE GIG, was a series that was ultimately withdrawn from the project by WHRO-TV and the Kirn Memorial Library staff at Norfolk. So many of these videocassettes were continuously used and subsequently developed technical problems that they were finally recalled.

5. Age Limit: The Kirn Memorial Library felt that it was necessary to impose an age limit after six months of the WATCHABOOK experiment. The main usage of the videocassette machines was in the age groups of 7-14. The fact that children always had the machines tied-up, discouraged other patrons from trying to view the videocassettes. The children also would not read the operating instructions or ask for help if they did not understand the machines, resulting in many damaged tapes and expensive maintenance. The other two participating libraries did not impose age limit usage during the project.

6. Maintenance: At the very beginning of the program the need for maintenance at all three sites was almost on a day-to-day basis. Within three months however, the "bugs" were worked out. It should be noted that in Norfolk, where three machines were available, down time was minimized. (In Bloomington a second videoplayer was added in January, 1974, which increased patron utilization and alleviated down time problems.)

7. Selection: In the last months of the WATCHABOOK experiment, more and more patrons asked about the possibility of new videocassettes. The use of videocassette materials prompted increased requests for new -- or different -- subject areas as the project progressed -- requests which were difficult to fulfill.

8. Location: Because of the fact that the Young Adult Room at the Kirn Memorial Library (where the three videocassette carrels were located) carried with it a stigma of "age", some library patrons hesitated to come in thinking it was for teenagers only.

Utilization at the Monroe County Library remained constant, though the materials were removed from the main floor to the Audio-Visual Area in the lower level after two months in the experiment had elapsed.

In Jackson the videocassette equipment remained in one major -- general patron setting and utilization was not affected by location.

9. Babysitting: As in other audio-visual services (such as 16mm films, film strips, audio cassettes, records, etc.) the typical "problem" of babysitting arose to some degree at each participating library. Parents sometimes tended to put their children in a carrel with a videocassette and leave, asking the library staff to watch the child until they returned.

10. Length of Programs: Several of the most interesting videocassettes in the WATCHABOOK experiment were one hour long. It was observed that some patrons did not watch the entire videocassette because they did not have the time. In turn, many potential viewers were disappointed because they had to wait an hour or more to utilize the videocassette equipment. The more videoplayers available the less disappointment in patron utilization.

11. Although the majority of viewers in each library were single viewers using one set of audio headphones, the Monroe County Library found it desirable to install an additional audio head set to accomodate the "more than one" viewer(s), who wished to watch the programs with a friend, husband, etc.

VI
SUMMARY OF DATA

1. Equipment:

a. Reliability: The 3/4-inch "U" videocassette machines in all three participating libraries performed with a high degree of reliability, provided a consistent preventative maintenance program was followed.

b. Ease of Use: The videocassette machines were "easy to use" and in most instances the average library patron was able to operate the equipment after a simple "check-out" by the library staff. Repeat users had little difficulty in operating the equipment and seldom asked for assistance.

c. Utilization: The 3/4-inch "U" videocassette machines were in use over 77 percent of the time available for use in the participating libraries during the course of the WATCHABOOK experiment. Not surprisingly, the single videoplayer machine in Bloomington was utilized more than the two videoplayer machines in Jackson and the three machines in Norfolk. Conversely the "down" time of the single machine in Bloomington was higher than at the other two libraries.

2. Users:

a. Promotional: The majority of the library patrons learned of the availability of WATCHABOOK materials by visiting the library. Displays, posters and bookmarks within the libraries were effective in promoting the new service. Newspaper stories and PTV stations were also effective for promotional purposes.

b. Library Location: In general the more central or general the physical location of the WATCHABOOK materials within the library setting, the more interest by library patrons. The location of the videocassette materials in "Category" areas (i.e. "Young Adults" or "AV") tended to make fewer patrons aware of the videocassette materials.

c. Age of Users: Over 79 percent of all users of the WATCHABOOK materials were in the 12-30 age bracket. In general the younger the library patron, the more use was made of the videocassette equipment and WATCHABOOK videocassettes. Younger patrons (particularly teenagers) were not inhibited by the electronic equipment. Most patrons found the 3/4-inch videocassette equipment easier to use than other reel-to-reel audio or videotape equipment or 16mm films, which required "threading". Older patrons were more "serious" in their use of the equipment.

An average of 12 percent of the WATCHABOOK patrons had used other non-print library services, but written comments on the PTL-designed questionnaire indicated that the videocassettes were a preferred medium for over 73 percent of those responding.

d. Race: In Jackson, Mississippi and In Norfolk, Virginia, WATCHABOOK utilization by minorities was high (46 percent and 43 percent respectively), with a positive carry-over to print material. In addition many WATCHABOOK patrons secured library cards or became more frequent users of the library because of their experience with WATCHABOOK. NOTE: Since Bloomington, Indiana has a minority population of slightly over one percent, utilization statistics concerning minority groups have not been included in the above statistics.

e. Education of Users: The majority of users had a grade school education with over half having some high school education and over 20 percent some college. The high school and college age groups in Bloomington were higher than those in Norfolk and Jackson. Overall, 21 percent of the WATCHABOOK users had some college education.

f. Repeat Users: The majority of the total number of users of WATCHABOOK materials were repeat users. "Repeat users" (who were initially "drawn" to the equipment by "curiosity") needed little help in operating the equipment and as the experiment progressed they increased their requests for "other" or "more" program materials.

g. Library Users: The majority of users possessed a "Library card" but professed to be infrequent users of the library. Over 70 percent of the "occasional library" users indicated that they sought out printed material on the subject after they had viewed the videocassette. In all three participating libraries the WATCHABOOK experiment was credited with attracting non-library users -- and occasional library users -- to the library and in some instances in become "library card" patrons. Regular library users who utilized the regular "AV materials" section of the library were particularly enthusiastic about the experiment, but all three libraries reported repeated instances of occasional patrons attracted to the WATCHABOOK experiment because of (a) the one-to-one carrel experience in which the user could control his or her "own TV program", (b) the curiosity toward electronic machinery; and (c) the attraction of "seeing a program" and "reading a book" in the same subject area. The Monroe County Public Library felt that a cross reference in their main card catalogue would attract additional library users to the videocassette material.

h. Programs: The "most watched" programs at the three participating libraries were in the "leisure time" subject areas of "sports" or cultural", although the "how-to-do it" programs were also extremely well used. The 141 basic PTL-provided programs which were used as the "starter package" were regularly used but programs produced by the local PTV stations and deposited weekly in each library had an increasing viewership as the project progressed. The "local" aspect of programs originally produced and broadcast on the local PTV station and then deposited for "on-request" viewing on videocassettes in the local public library had great appeal. Viewers of PTV programs who "missed" the initial broadcast and were attracted to the program by "word of mouth" references were large in number, particularly in the Monroe County Library.

Single programs (rather than series) and those programs in color and in half-hour length had the highest viewership in all three libraries, although the repeat users tended to check out the "how-to" or "instructional" series of programs for regular viewing often relating the videocassette programs to regular library distributed print material in the same subject area. High-quality documentaries on "popular" or current topics of national interest also had a high use. Minority programs -- particularly those related to the black experience -- had the highest use of all programs in the Jackson and Norfolk libraries.

VII
CONCLUSIONS

1. The technical reliability and versatility of the videocassette medium is a natural for use in a one-to-one environment in a service oriented organization.

2. The more "popular" the program subject area, the more the programs are used although specific and specialized programs (particularly "How-to" programs) also draw a user audience.

3. The videocassette technology and WATCHABOOK concept is extremely valuable in introducing library patrons to new library audio-visual services and is particularly helpful in capturing the attention of young patrons.

4. The project's catch phrase "Have You Watched a Book Today?" is a valuable promotional aid which elicits immediate curiosity and interest in all ages.

5. The individualism and "one-to-one" relationship between the user and the videocassette machines and television monitor enhances the television program utilization by offering a unique feeling of control and power in the user. The easy stop,start, rewind and fast forward features of the videocassette machine contribute to the feeling of viewer control.

6. The co-relationship between the use of the WATCHABOOK videocassette program subject matter and printed material in the same subject area is extremely high and ultimately beneficial to -- and compliments -- the printed library services.

7. The cross promotional tie-ins between the local public television station and the library are extremely beneficial to both types of organizations, and the videocassette technology is a natural medium which enlists the best of both "worlds" in the service of an often common constituency.

8. Single programs (rather the lengthy series), those in color and of half-hour length with strong local identification are the most valuable in continually attracting library patrons to utilize the videocassette equipment, although high quality "national programs" are necessary and desirable in initially attracting patrons to the new library equipment.

9. The demand for new or different program materials increases with each day as repeat users become more familiar and comfortable with the videocassette technology and seek new program experiences.

10. The "modern" videocassette technology and WATCHABOOK concept is extremely helpful in attracting new minority patrons to a library and its services.

11. The WATCHABOOK experiment was a unique and particularly rewarding success for all elements and agencies involved including the libraries, public television stations -- and most particularly the library patrons.

Appendix "A"

PTL DEPOSITED PROGRAM UNITS

Program Title	Producer	Number/Length	Half-Hour Units
Antiques IV (# 1,5,13,14,15,16,19,22,23)	New Hampshire	9/30	9
Artists In America (# 2 & 11)	WETA, WTIU	2/30	2
Auto Mechanics I (# 1 thru 10)	New Hampshire	10/30	10
Auto Mechanics II (# 90 & 20)	New Hampshire	2/30	2
Bill Cosby on Prejudice	KCET	1/30	1
Racing on Thin Air	KRMA	1/30	1
Drugs in the Tenderloin	KQED	1/60	2
Low View From a Dark Shadow	WMVS	1/30	1
The Marshes of "Two" Street	KVIE	1/30	1
Soaring Over the Rockies	KRMA	1/30	1
This is Rodeo	KRMA	1/30	1
Subversion	KQED	1/30	1
The Brandywine Tradition	WITF	1/30	1
The Busy Knitter I	WMVS	10/30	10
Chicano	KPBS	1/30	1
A Gallery of Children	WETA	1/30	1
Images & Memories	KERA	8/15	4
Interface (# 1,2,3,4,8,9,11,12,13)	KCET	9/30	9
Jane Kennedy - To be Free	WTTW	1/30	1
Know Your Antiques I	WVIZ	10/30	10
Living Better	Mississippi ETV	26/15	13
No Gun Towers, No Fences	WWVU	1/60	2
The Mark Waters Story	KHET	1/30	1
No Handouts for Mrs. Hedgepeth	North Carolina Fund	1/30	1
The Oleanna Trail (# 4,5,6,7,8,9,10)	New Jersey ETV	7/30	7
Nine to Get Ready	Nebraska ETV	12/30	12
A Promise Shared	WOSU	1/30	1
Stockyards: End of an Era	WTTW	1/60	2
One to One (# 1,3,4,11,15)	WETA	5/30	5
Playing the Guitar (Buying a Guitar)	KCET	1/30	1
Vasectomy...Male Sterilization	KQED	1/30	1
Such a Place	Jacob Eleasari	1/30	1
Woman as Painter	Mississippi ETV	1/30	1
Give Us the Children	WKYC/NBC	1/80	3
Off the Record (# 1,9,13)	WDCN	3/30	3
That's Life	KOAP	13/30	13
People in Jazz (# 1 & 7)	WTVS	2/30	2
Fence Around the Amish	WITF	1/30	1
	TOTAL	141 programs	138 half-hour units

APPENDIX "B"

HAVE YOU WATCHED A BOOK TODAY?
Questionnaire

Your public library, your public television station and The Public Television Library, a department of the Public Broadcasting Service, are attempting to discover how useful public television programs might be for individual use. Your help in this study is invaluable. We would greatly appreciate your voluntarily filling out all or part of this general questionnaire. Your name is not required.

PLEASE CHECK THE APPROPRIATE RESPONSE:

___Black ___Male ___Caucasian ___Female ___American Indian ___Spanish surname ___Other-please specify: _____	Age: ___7-12 ___31-35 ___13-16 ___36-40 ___17-21 ___41-50 ___22-30 ___51-60 ___over 60	Education: ___grade school ___specialized educatio ___some high school ___high school graduate ___some college ___college graduate ___some post graduate work ___Master's degree ___Doctorate
Gross Family Income: ___under $5,000 per year ___$10,000-$15,000 ___$5,000-$10,000 ___over $20,000 ___$15,000-$20,000		Occupation: _____

1. What was the title of the program you watched? _____
2. Do you have a library card? ___yes ___no
3. Have you used library services other than book check out?
   ___frequently ___occasionally ___rarely ___never
4. How did you first learn of this project?
   ___newspaper ___public television/radio ___other
   ___special mail brochure ___from a friend/acquaintance ___visiting the library
5. Did the program you viewed interest you enough to seek out other library materials on the subject? ___yes ___no
6. Will you use other cassette programs available? ___yes ___no
7. Did you watch the entire program? ___yes ___no
8. Was the program you viewed produced by your local public television station? ___yes ___no
9. Will you tell your friends about "HAVE YOU WATCHED A BOOK TODAY?" ___yes ___no
10. Did you find it necessary to ask for assistance in operating the playback machine? ___yes ___no
11. Have you had previous experience with videocassette equipment? ___yes ___no
12. Are there any subject areas of interest to you that were not included in the programs presently available? ___yes ___no
    If yes, please specify: _____
13. Is the project one you would like to see continued? ___yes ___no
    Why? _____

Thank you for your cooperation. Please fold and return this questionnaire to the librarian.